

MEET THE ARGUS LENS DESIGNER

When you say hello to this fellow, he'll answer you with a soft "whirr" and blink his 27 eyes . . . for he's an ingenious electronic computer.

You see, there are at least twenty variable factors in even the simplest lens design. And you can make literally hundreds of workable lenses from them. The computer's job is to design them all . . . and then choose the best one. It's all done in three or four hours . . . a man would take years.

Here's a good example of the modern research tools we use at Argus. They're your assurance that your Argus camera is the best that can be built.



How about Accessory Lenses?

If all you take are snapshots, don't bother with them. But if you want more fun, better pictures and extra versatility, don't overlook them. You can get these, for the C-44:

100mm Telephoto—cuts apparent distance in half. Bayonet mount for quick change, perfect alignment. \$59.50

35mm Wide-Angle—lets you get the whole ball team in without going back across the street. \$56.50.

50mm, f:1.9—great for those tough available light shots or fast sports action. \$79.95

argus

Argus Cameras, Ann Arbor, Michigan
Division of Sylvania Electric Products, Inc.

ANOTHER FINE SYLVANIA PRODUCT